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	First Named Invent r	John Richard Moorhouse	
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ENCLOSURES (check all that apply)		
<input type="checkbox"/> Fee Transmittal Form <input type="checkbox"/> Fee Attached <input type="checkbox"/> Amendment / Response <input type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s) <input type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input type="checkbox"/> Information Disclosure Statement <input checked="" type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Response to Missing Parts/ Incomplete Application <input type="checkbox"/> Response to Missing Parts under 37 CFR 1.52 or 1.53	<input type="checkbox"/> Assignment Papers (for an Application) <input type="checkbox"/> Drawing(s) <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD, Number of CD(s) _____	<input type="checkbox"/> After Allowance Communication to Group <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to Group (Appeal Notice, Brief, Reply Brief) <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input checked="" type="checkbox"/> Other Enclosure(s) (please identify below): Postcard
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		Express Mail No. EV 298496763 US

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT	
Firm or Individual name	Anthony G. Fussner Harness, Dickey & Pierce, PLC
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Date	November 7, 2003

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PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application No.: 10/627,077
Filing Date: July 25, 2003
Applicant: John Richard Moorhouse
Group Art Unit: 3643
Examiner: Unknown
Title: FISHING LURE
Attorney Docket: 1600-000002US

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

LETTER

Sir:

Enclosed please find a certified copy of GB 02 17 357.3.

Respectfully submitted,

Dated: 11/7/03

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F01/7700 0.00-0217357.3

1/77

Request for grant of a patent
Grant

The Patent Office
Concept House
Cardiff Road
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1. Your reference

2321-P101-GB

2.

0217357.3

26 JUL 2002 New

3. Full name, address and postcode of the or of
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Patents ADP number (*if you know it*)

If the applicant is a corporate body, give the
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N/A

4. Title of the invention

Fishing Lure

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7807043001

6. If you are declaring priority from one or more
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Country

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7. If this application is divided or otherwise
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Number of earlier application

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8. Is a statement of inventorship and of right
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No

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9. Enter the number of sheets for any of the following items you are filing with this form.
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Continuation sheets of this form

Description

17

Claim(s)

06

Abstract

01

Drawings

12 + 12

10. If you are also filing any of the following, state how many against each item.

Priority documents

N/A

Translations of priority documents

N/A

Statement of inventorship and right to grant of a patent (*Patents Form 7/77*)

N/A

Request for preliminary examination and search (*Patents Form 9/77*)

One

Request for substantive examination (*Patents Form 10/77*)

None

Any other documents
(Please specify)

11.

I/We request the grant of a patent on the basis of this application.



Signature

Date Thursday, 25 July 2002

12. Name and daytime telephone number of person to contact in the United Kingdom

RALPH ATKINSON CPA
0114 275 2400

Fishing Lure

Background of the Invention

1. Field of the Invention

5 The present invention relates to fishing lures, in particular fishing lures for use within a fishing system for tidal waters; and to an associated method of assembling a fishing lure, weight and hook onto a fishing line.

2. Description of the Related Art

10 Fishing lures function to attract fish towards a hook upon which a fish may be caught.

 A variety of fishing lures are known. Available types of fishing lures differ in size, shape, material, colour, smell and buoyancy; and additional features of some fishing lures include mechanisms to produce noise or vibrations, or to release a liquid attractant.

15 When selecting a fishing lure for use, an angler may consider a number of variables, for example, the water environment in which a fishing lure is to be used, the type of fish which is sought to be caught, the type of fishing system within which the fishing lure will be used, and the ease of use
20 of a fishing lure. In addition, a fisherman may take into account his own or other peoples perceptions of what is attractive to a fish. For example, an angler may consider a style of motion of a fishing lure whilst in the water, to be particularly attractive to one or more types of fish.

Brief Summary of the Invention

According to a first aspect of the present invention, there is provided a fishing lure having a head portion and a body portion, said fishing lure defining an internal chamber having a first opening in said head portion and a second opening in said body portion; wherein said first opening is
5 configured to receive a fishing line, and said second opening is configured to receive a fishing weight.

According to a second aspect of the present invention, there is provided a kit of parts comprising at least one fishing lure having a head
10 portion and a body portion, said fishing lure defining an internal chamber having a first opening in said head portion and a second opening in said body portion; said first opening configured to receive a fishing line, and said second opening configured to receive a fishing weight; at least one weight and at least one hook.

According to a third aspect of the present invention there is provided
15 a method of assembling a fishing lure, weight and hook onto a fishing line; said fishing lure having a head portion and a body portion, said fishing lure defining an internal chamber having a first opening in said head portion and a second opening in said body portion; wherein said first opening is
20 configured to receive a fishing line, and said second opening is configured to receive a fishing weight; comprising the steps of assembling said fishing lure onto said fishing line by passing said fishing line through said first opening and said second opening of said fishing lure; assembling said weight onto said fishing line; and assembling said hook onto said fishing line.

Brief Description of the Several Views of the Drawings

Figure A shows an angler using a prior art fishing system;

Figure B is an underwater view of the prior art fishing system shown in *Figure 1*, in use;

5 *Figure 1* is a side view of a fishing lure according to a preferred embodiment of the present invention;

Figure 2 shows the fishing lure shown in *Figure 1* and a weight, both assembled onto the same fishing line;

Figure 3A shows a side view of the weight shown in *Figure 2*;

10 *Figure 3B* is a section on line A-A shown in *Figure 3A*;

Figure 4 shows a hook assembled onto the fishing line shown in *Figure 2*;

Figure 5 shows the fishing lure shown in *Figure 2*, being prepared to receive the weight and hook shown in *Figure 4*;

15 *Figure 6* shows the weight and hook, shown in *Figures 4* and *5*, being inserted into the fishing lure, shown in *Figures 2* and *5*.

Figure 7 shows a fishing lure assembly, comprising the weight and hook, shown in *Figures 4* and *5*, inserted into the fishing lure, shown in *Figures 2* and *5*; all assembled onto the fishing line.

20 *Figure 8* is an underwater view of the fishing lure assembly shown in *Figure 7*, in use;

Figure 9 shows the weight and hook, shown in *Figures 4* and *5* assembled onto a fishing line, being removed from the fishing lure, shown in *Figures 2* and *5* assembled onto the fishing line.

25 *Figure 10* shows a retail unit comprising a plurality of fishing lures

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according to the present invention, a plurality of weights, a plurality of hooks, a receptacle containing lubricant and packaging.

Written Description of the Best Mode for Carrying Out the Invention

5 *Figure A* shows an angler **A01** using a prior art fishing system **A02** in coastal water **A03**. Assembled to fishing rod **A04** is a spinning reel **A05**, around which a fishing line **A06** is wound. Fishing line **A06** extends from spinning reel **A05** along the length of fishing rod **A04**, along which are spaced a plurality of supporting hooks **A07** upon which fishing line **A06** rests.

10

Fishing line **A06** extends beyond fishing rod **A04**, and the free end **A08** of fishing line **A06** is secured to a bubble float **A09**. Bubble float **A09** comprises two hemispheres **A10**, each having a connecting hook **A11**, that releasably connect to each other. Bubble float **A09** is configured to be separated into the two hemispheres **A10** so that water **A12** can be placed inside one of the hemispheres **A10**. Thus, when the hemispheres **A10** are connected together again, bubble float **A09** contains water **A12**.

15

As shown in *Figure A*, free end **A08** of fishing line **A06** is secured to a first connecting hook **A11** of bubble float **A09**. Prior art fishing system **A02** also comprises a swivel stop **A13**, which has two connecting hooks **A14**; a first of which is secured to the second connecting hook **A11** of bubble float **A09**. Lead line **A15** is secured to and extends from the second connecting hook **A14** of swivel stop **A13** to a prior art fishing lure **A16**. Swivel stop **A13** functions to prevent lead line **A15** from twisting.

20

25 Prior art fishing lure **A16** comprises a front portion **A17**, to which

lead line **A15** is connected at connection point **A18**, and a rear portion **A19**; the portions being pivotally connected to each other and each portion having a barbed hook **A20**.

5 *Figure B* shows an underwater view of prior art fishing system **A02** in use in tidal water **B01**. The function of prior art fishing lure **A16** is to attract fish, such as fish **B02**, **B03** and **B04**, by resembling a fish upon which fish, such as fish **B02**, **B03** and **B04**, feed in nature. Prior art fishing lure **A16** is configured such that a fish, such as fish **B03**, will attempt to feed upon prior art fishing lure **A16** and consequently will become caught on a barbed hook

10 **A20**.

Angler **A01** is using prior art fishing system **A02** according to a known method, wherein angler **A01** casts out prior art fishing lure **A16** into water **B01**, and then reels in prior art fishing lure **A16** by means of winding fishing line **A06** upon spinning reel **A05**.

15 Thus, angler **A01** effectively drags prior art fishing lure **A16** through tidal water **B01**, in order to fool fish **B02**, **B03** and **B04**, which have a predatory nature, into thinking that prior art fishing lure **A16** is a real, swimming fish upon which they may feed.

Bubble float **A09** acts as a weight on the end of fishing line **A06**, to

20 facilitate casting out of prior art fishing lure **A16**. However, bubble float **A09** also acts a float, and it can be seen from *Figure B* that bubble float **A09** is floating upon the crest of wave **B05**.

A disadvantage of this feature is that, due to the fixed length of lead line **A15**, as bubble float **A09** rises and falls due to the motion of tidal water

25 **B01**, the maximum depth of prior art fishing lure **A16** below bubble float

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A09 correspondingly rises and falls. Thus, as shown in *Figure B*, the action of wave **B05** has resulted in prior art fishing lure **A16** being pulled away from, and possibly out of visible range of, fish **B02**, **B03** and **B04**. According to the speed and the action of wave **B05**, this may occur rapidly, and as a result, prior art fishing lure **A16** may move in an unnatural style which will discourage fish **B02**, **B03** and **B04** from attempting to feed upon prior art fishing lure **A16**.

A further disadvantage arising from the configuration of prior art fishing system **A02**, is that the action of angler **A01** reeling in fishing line **A06** effectively exerts a pulling force on bubble float **A09** and not directly upon prior art fishing lure **A16**. Thus, the degree of control angler **A01** can exert over prior art fishing lure **A16**, is reduced by the termination of fishing line **A06** at the first connecting hook **A11** of bubble float **A09**. During use of prior art fishing system **A02**, lead line **A15** is able to become slack, and consequently, prior art fishing lure **A16** is free to move in any direction according to the motion of tidal water **B01**. Thus, prior art fishing lure **A16** may have periods of erratic movement, which may discourage fish **B02**, **B03** and **B04** from attempting to feed upon prior art fishing lure **A16**.

Periods of unnatural erratic movement of prior art fishing lure **A16** may also result from a feature of prior art fishing system **A02**, wherein lead line **A15** is connected to prior art fishing lure **A16** at a single connection point **A18** on the front portion **A17**. Thus, even in circumstances under which lead line **A15** is in the fully taught position (as shown in *Figure A*), forces acting on prior art fishing lure **A16** may influence it to move randomly in any direction about connection point **A18**.

As shown in *Figure B*, within tidal water **B01** are pieces of seaweed, and seaweed **B06** has become caught upon a barbed hook **A20** of prior art fishing lure **A16**. The presence of caught seaweed **B06** may have an adverse effect on the motion of prior art fishing lure **A16** as it is dragged through tidal water **B01**, and may alert fish **B02**, **B03** and **B04** to the fact that prior art fishing lure **A16** is not a real fish.

In addition, prior art fishing lure **A16** or bubble float **A09** may become entangled with seaweed, or flotsam and jetsam, to the extent that angler **A01**, is forced to sever fishing line **A06**, in order to release it from bubble float **A09**. This action results in the loss of bubble float **A09**, swivel stop **A13**, lead line **A15**, prior art fishing lure **A16**, and a length of fishing line **A06**; causing expense and inconvenience to angler **A01**.

Figure 1 shows a fishing lure **101** according to a preferred embodiment of the present invention. Fishing lure **101** has a head portion **102**, a body portion **103**, and a tail portion **104**. Within fishing lure **101** is an internal chamber **105**, having a first opening **106** and a second opening **107**. First opening **106** is located within head portion **102** of fishing lure **101** and is configured to receive a fishing line. Second opening **107** is located within body portion **103** of fishing lure **101** and is configured to receive a fishing weight. According to the preferred embodiment of the present invention, first opening **106** is a substantially circular aperture and second opening **107** is a substantially rectangular aperture, with a longitudinal major axis.

Fishing lure **101** is a facsimile of a sand eel, and has equivalent features of such a fish, including eyes **108**, mouth **109**, gills **110**, front fins **111**, scales **112** and rear fins **113**. In addition, fishing lure **101** has a flexible

tail fin 114, configured as a baffle plate.

Illustrated in *Figure 2* is a method by which fishing lure 101 is assembled onto a fishing line 201. Free end 202 of fishing line 201, shown held by hand 203, is passed in the direction of arrow 204 to the front of fishing lure 101, through first opening 106 into internal chamber 105, and from internal chamber 105 through second opening 107 out underneath fishing lure 101. In this way, fishing lure 101 is threaded upon fishing line, with first opening 106 of internal chamber 105 up-line along fishing line 201 from second opening 107. Head portion 102 of fishing lure 101. *Figure 2* also shows a fishing weight 205, described in further detail below with reference to *Figures 3A* and *3B*. Fishing weight 205 is shown assembled onto fishing line 201, down-line from fishing lure 101.

Figure 3A shows an enlarged view of fishing weight 205, which is a type known as a torpedo fishing weight. Fishing weight 205 defines a passageway 301 extending therethrough. Passageway 301 comprises a front portion 302, which is radial about the central longitudinal axis of fishing weight 205, and a rear portion 303, the cross-sectional shape of which is shown in more detail in *Figure 3B*.

The cross-sectional shape of rear portion 303 is symmetrical about each of perpendicular major and minor axes, with the distance between negative and positive points on the major axis being greater than the distance between negative and positive points on the minor axis; the cross-section having a curved inside surface, and the axis intersection points being points on the inside surface at the greatest distance from the origin of the axes and the negative and positive points approximately forty-five degrees

from each axis being points on the inside surface at the least distance from the origin of the axes. In cross-section, the inside surface of passageway **301** forms a concave curve between each axis intersection point and a point approximately forty-five degrees between the axes, in the region of which the inside surface forms a convex curve.

As shown in *Figure 3B*, front portion **302** of passageway **301** is smaller in cross-sectional area than the cross-sectional area of rear portion **303**, such that within fishing weight **205**, there is a face **304**, perpendicular to the central longitudinal axis of fishing weight **205**, at the point along passageway **301** where front portion **302** opens out into rear portion **303**.

In use, fishing weight **205** is assembled onto fishing line **201** such that rear portion **303** of passageway **301** is down-line from front portion **302**.

Figure 4 shows a fishing hook **401** assembled onto fishing line **201**, down-line from fishing weight **205**. Fishing hook **401** has a connecting eye **402** (shown from the side) around which free end **202** of fishing line **201** is tied, a shank **403**, two barbs **404**, and a barbed crook **405**.

Rear portion **303** of passageway **301** is configured such that connecting eye **402** of fishing hook **401** will slot into fishing weight **205**, in the direction of arrow **403**. The cross-sectional shape of rear portion **303** of passageway **301** is configured such that connecting eye **402** of fishing hook **401** will fit into the previously described major axis section of rear portion **303**. This feature functions to prevent fishing hook **401** rotating within fishing weight **205**.

In addition, the length of rear portion **303** is such that **403** when fishing hook **401** is inserted into fishing weight **205**, part of the shank **403** of fishing

hook **401** is retained within fishing weight **205**. This feature advantageously reduces the overall length of the fishing weight **205** and fishing hook **401** in use, compared to fishing weight **205** and fishing hook **401** being assembled side by side.

5 Fishing lure **101** is configured such that fishing weight **205**, and in addition, fishing hook **401**, can be removably inserted through second opening **107** of internal chamber **105** into fishing lure **101**. As shown in *Figure 5*, fishing lure **101** is preferably prepared by inserting an amount of lubricant **501** into internal chamber **105** prior to inserting fishing weight **205**
10 into fishing lure **101**. Lubricant **501** is contained within a receptacle **502**, having an elongate tapered nozzle **503** to facilitate the lubrication of internal chamber **105** of fishing lure **101**.

Figure 6 shows fishing weight **205** and fishing hook **401** being inserted into fishing lure **101**. According to the preferred method of assembling fishing
15 lure **101**, fishing weight **205** and fishing hook **401** onto fishing line **201**, fishing hook **401** is inserted into fishing weight **205** prior to fishing weight **205** being inserted into internal chamber **105** of fishing lure **101**. This step facilitates the insertion of fishing hook **401** into internal chamber **105**, compared to inserting fishing hook **401** into fishing weight **205** after fishing
20 weight **205** has been inserted into internal chamber **105** of fishing lure **101**.

Hand **203** is shown in *Figure 6* pulling fishing line **201** through fishing lure **101** in the direction of arrow **601**. This action reduces the amount of slack fishing line **201** within fishing lure **101**, between fishing hook **401** and first opening **106** of internal chamber **105**, and may also aid the process of
25 inserting fishing weight **205** and fishing hook **401** into internal chamber **105**,

by exerting a pulling force upon fishing hook **401**.

Figure 7 shows a fishing lure assembly **701** according to the present invention. Fishing lure **101** is prepared for use, with fishing weight **205** and fishing hook **401** fully inserted and positioned within internal chamber **105**;
5 fishing lure **101**, fishing weight **205** and fishing hook **401** assembled sequentially down-line onto fishing line **201**. It can be seen from *Figure 7* that barbed crook **405** of fishing hook **401** is positioned on the underside fishing lure **101**.

As previously described, fishing hook **401** fits into the major axis
10 section of rear portion **303**, such that rotational movement of fishing hook **401** within fishing weight **205** is prevented. Fishing weight **205** fits tightly inside internal chamber **105**, such that rotational movement of fishing weight **205** within fishing lure **101** is inhibited. In combination, these features inhibit movement of barbed crook **405** from the desired position on the underside of
15 fishing lure **101**. In addition, the preferred rectangular configuration of second opening **106** further inhibits such movement.

Fishing lure assembly **701** is suitable for use within a fishing system comprising a fishing rod, such as fishing rod **A04**, to which is assembled a spinning reel, such as spinning reel **A05**. However, as shown in *Figure 8*,
20 fishing lure assembly **701** is suitable for use within a fishing system that does not comprise a float, such as bubble float **A09**, a swivel stop, such as swivel stop **A13** or a lead line, such as lead line **A15**.

This feature provides for a reduction in the cost of the fishing system and the amount of equipment that is normally transported by an angler. In
25 addition, due to the reduction in the number of fishing system components.

which could become entangled with seaweed, or flotsam or jetsam, the risk of an angler having to sever fishing line **201** as a consequence is reduced.

Figure 8 shows fishing lure **101** being used in tidal water **801** to attract fish **802** and **803**, according to the known method described with reference to *Figure B*.

As previously described, within prior art fishing system **A02**, bubble float **A09** acts as a weight on the end of fishing line **A06** to facilitate casting out of prior art fishing lure **A16**. Within fishing lure assembly **701**, fishing weight **205** acts as a weight on the end of fishing line **201** to facilitate casting out of fishing lure **101**.

In addition, fishing weight **205** also functions to balance fishing lure **101** whilst being dragged through tidal water **801**; the weight provided by fishing weight **205** functioning to maintain fishing lure **101** within tidal water **801** and acting as a counterbalance to the effects of forces acting upon fishing lure **101**.

As shown in *Figure 8*, fishing line **201** is directly secured to fishing lure assembly **701**, such that a pulling force exerted on fishing line **201**, in the direction of arrow **804**, will be transferred to fishing lure assembly **701**. This feature confers greater control over fishing lure **101** to an angler, for example, greater control over the speed of fishing lure **101**, moving in the direction of arrow **804**, as fishing line **201** is reeled in by an angler.

As previously described, fishing line **201** is secured to connecting eye **402** of fishing hook **401**. According to the arrangement of fishing lure assembly **701**, connecting eye **402** is located within fishing weight **205**, which is located in internal chamber **105** of fishing lure **101**. With this arrangement,

the pulling force exerted upon fishing line **201** as it is reeled in acts directly upon fishing hook **401**. This feature confers to an angler greater control over the direction in which fishing lure **101** moves as the angler reels fishing line **201** in.

5 Referring to prior art fishing system **A02**, the described risk of rapid depth fluctuation of prior art fishing lure **A16**, used in combination with bubble float **A09**, swivel stop **A13** and lead line **A15**, is reduced by directly securing fishing line **201** to fishing assembly **701**. This feature also functions to maintain fishing lure **101** at an effective depth, such as the depth of fish **802**
10 and fish **803**.

As described with reference to and as shown in *Figures 3A and 3B*, fishing weight **205** defines a passageway **301** therethrough about the central axis thereof, such that the weight provided by fishing weight **205** is distributed approximately uniformly about fishing line **201** when assembled within fishing
15 lure assembly **701**. Correspondingly, this feature functions to increase the uniformity with which fishing lure **101** moves as it is reeled in through tidal water **801**.

Preferably, first opening **106** of internal chamber **105** of fishing lure **101** is a relatively small size, in order to reduce the risk of water entering
20 internal chamber **105**, to reduce any drag effects, and to inhibit movement of fishing lure **101** about the point along fishing line **201** where fishing line **201** enters first opening **106** of internal chamber **105**.

Fishing lure **101** is configured such that the movement of flexible tail portion **114** is uninhibited when fishing lure **101** is assembled into fishing lure
25 assembly **701**. Flexible tail portion **114** is configured to maintain fishing lure

101 in the upright position whilst being reeled in through tidal water **801**, and is further configured such that as fishing lure **101** moves through tidal water **801**, in the direction of arrow **804**, flexible tail portion **114** oscillates side to side in the directions indicated by double headed arrow **805**.

5 The realistic motion achieved by fishing lure **101** within fishing lure assembly **701**, increases the attractiveness of fishing lure **101** to fish, such as fish **803**.

 In the event that fish **803** attempts to feed upon fishing lure **101** and becomes caught upon fishing hook **401**, according to the configuration of
10 fishing lure assembly **701**, fishing lure **101** is able to travel up-line along fishing line **201**. This may occur due as a result of the action of fish **803** whilst becoming caught upon fishing hook **401**, or an angler may move fishing lure **101** if required. This feature reduces the degree of interference of fishing lure **101** during the process of an angler removing fishing hook **401** from
15 successfully caught fish **803**. In addition, the risk of damage to fishing lure **101** is reduced, thus providing for an increase in the working life of fishing lure **101**, which may be re-used.

 Fishing lure assembly **701** is configured to be separated into the fishing lure **101**, fishing line **201**, fishing weight **205** and fishing hook **401**
20 components.

Figure 9 illustrates a preferred method of removing fishing weight **205** and fishing hook **405** from within internal chamber **105** of fishing lure **101**; wherein fishing weight **205**, with fishing hook **401** remaining inserted inside, is manipulated by hand **203** until both fishing weight **205** and fishing hook
25 **401** are tilted towards second opening **107** of internal chamber **105**. Fishing

weight 205, shown held by hand 203, is then squeezed out from internal chamber 105, in the direction of arrow 901. To assist the removal of fishing weight 205 from fishing lure 101, an amount of lubricant 501 may be inserted into internal chamber 105 prior to or during the manipulation of fishing weight 205.

It can be observed from *Figure 9* that as fishing weight 205 is tilted towards second opening 107 of internal chamber 105, fishing line 201 is drawn into internal chamber 105. In addition, *Figure 9* shows hand 203 positioned on the upper side of fishing lure 101, away from first opening 106 of internal chamber 105, such that the movement of fishing line 201 through fishing lure 101 is uninhibited.

Fishing lure 101 is configured such that fishing weight 205 is removable, to allow an angler to use a variety of fishing weights, having different weights, in combination with fishing lure 101. Similarly, fishing assembly 701 is configured such that an angler may use a variety of fishing hooks, having different dimensions or style or number of barbs, in combination with fishing lure 101. Thus, an angler may select a fishing weight from a plurality of fishing weights suitable for use in combination with fishing lure 101 and a fishing hook from a plurality of fishing weights suitable for use in combination with fishing lure 101, according to the fishing conditions.

Figure 10 shows a retail pack 1001. Retail pack 1001 comprises three fishing lures 1002, 1003 and 1004 according to the present invention; fishing lure 1002 having smaller dimensions than fishing lure 1003, which has smaller dimensions than fishing lure 1004. Fishing lures 1002, 1003, 1004 are similar to previously described fishing lure 101.

Retail pack **1001** further comprises three fishing hooks **1005**, **1006** and **1007**; fishing hook **1005** having smaller dimensions than fishing hook **1006**, which has smaller dimensions than fishing hook **1007**. Fishing hooks **1005**, **1006**, **1007** are similar to previously described fishing hook **401**.

5 Retail pack **1001** also comprises three fishing weights, **1008**, **1009**, **1010** fishing weight **1008** having smaller dimensions than fishing weight **1009**, which has smaller dimensions than fishing weight **1010**. Fishing weights **1008**, **1009**, **1010** are similar to previously described fishing weight **205**.

10 In addition, retail pack **1001** comprises a receptacle **1011** containing lubricant **1012**. Receptacle **1011** is similar to previously described receptacle **502**, and has an elongate nozzle **1013**. The components of retail pack **1001** are grouped together by packaging **1014** for the convenience of both retailer and purchaser.

15 Fishing lure **101** is configured such that fishing lure **101**, fishing weight **205** and fishing hook **401** can be assembled into fishing lure assembly **701** quickly and easily. Correspondingly, fishing weight **205** and fishing hook **401** can be changed by an angler quickly and easily.

20 An angler may therefore conveniently take retail pack **1001** on an angling expedition, and may select a heavier weight, such as fishing weight **1010**, for use in combination with fishing lure **101** in spring tide conditions; or a lighter weight, such as fishing weight **1008**, for use in combination with fishing lure **101** in neap tide conditions.

25 Fishing lure **101** is preferably fabricated from a flexible material, such as rubber. A flexible material is advantageous in assisting the manipulation of

fishing lure **101** during the processes of inserting fishing weight **205** and fishing hook **401** into internal chamber **105** of fishing lure **101**, and removing fishing weight **205** and fishing hook **401** from internal chamber **105** of fishing lure **101**. In addition, a durable, flexible material provides for an increase in the working life of fishing lure **101** which is configured to be assembled into and separated from fishing lure assembly **701** a plurality of times.

Furthermore, many types of rubber are available, for example, having different densities, colours, degrees of transparency or different effects, such as gloss or sparkly. Preferably, fishing lure **101** has a degree of transparency, such that internal chamber **105** is visible, to facilitate a user of fishing lure **101** in the process of assembling fishing lure **101** into fishing lure assembly **701**, and similarly to facilitate the process of separating fishing lure assembly **701** into the separate components.

Fishing lure **101** is described for use in tidal waters, however a fishing lure according to the present invention is suitable for use in other types of water, for example freshwater lakes. Furthermore, the present invention may be embodied in a fishing lure that is not a facsimile of a fish, or is a facsimile of any other type of fish.

Claims:

1. A fishing lure having a head portion and a body portion, said fishing lure defining an internal chamber having a first opening in said head portion and a second opening in said body portion; wherein
5 said first opening is configured to receive a fishing line, and said second opening is configured to receive a weight.
2. A fishing lure according to claim 1, wherein said fishing lure is a
10 facsimile fish.
3. A fishing lure according to claim 2, wherein said fishing lure is a facsimile of a sand eel.
- 15 4. A fishing lure according to any preceding claim wherein said fishing lure is rubber.
5. A fishing lure according to any preceding claim wherein said fishing lure is translucent.
- 20 6. A kit of parts for a fishing lure assembly comprising at least one fishing lure having a head portion and a body portion, said fishing lure defining an internal chamber having a first opening in said head portion and a second opening in said body portion; said first opening
25 configured to receive a fishing line, and said second opening configured to

receive a fishing weight;

at least one weight; and

at least one hook.

5 7. A kit of parts for a fishing lure assembly according to claim 6, wherein said second opening of said fishing lure is configured such that said weight can be removably inserted into said internal chamber.

10 8. A kit of parts for a fishing lure assembly according to claim 6 or claim 7, wherein said weight defines a passageway therethrough configured to receive said fishing line.

15 9. A kit of parts for a fishing lure assembly according to claim 8, wherein said passageway of said weight is configured to receive a portion of said hook.

20 10. A kit of parts for a fishing lure assembly according to any of claims 6 to 9, wherein said kit of parts further comprises a receptacle containing lubricant.

25 11. A kit of parts for a fishing lure assembly according to claim 10, further comprising packaging arranged to group said at least one fishing lure, said at least one weight, said at least one hook and said receptacle containing lubricant together.

12. A kit of parts for a fishing lure assembly according to any of claims 6 to 11, wherein said fishing lure is a facsimile fish.

13. A kit of parts for a fishing lure assembly according to claim 12,
5 wherein said fishing lure is a facsimile of a sand eel.

14. A kit of parts for a fishing lure assembly according to any of claims 6 to 13, wherein said fishing lure is rubber.

15. A kit of parts for a fishing lure assembly according to any of claims 6 to 14, wherein said fishing lure is translucent.

16. A kit of parts for a fishing lure assembly according to any of claims 6 to 15, wherein said hook comprises a plurality of barbs.

17. A method of assembling a fishing lure, weight and hook onto a fishing line; said fishing lure having a head portion and a body portion, said fishing lure defining an internal chamber having a first opening in said head portion and a second opening in said body portion; wherein said first opening is configured to receive a fishing line, and said second opening is configured to receive a fishing weight; comprising the steps of

assembling said fishing lure onto said fishing line by passing an end of said fishing line through said first opening and said second opening of said fishing lure;

assembling said weight onto said fishing line; and

assembling said hook onto said fishing line.

18. A method of assembling a fishing lure, weight and hook onto a fishing line according to claim 17, wherein said weight defines a passageway therethrough configured to receive said fishing line.

19. A method of assembling a fishing lure, weight and hook onto a fishing line according to claim 18; wherein said weight is assembled onto said fishing line by the step of passing said end of the fishing line through said passageway of the weight.

20. A method of assembling a fishing lure, weight and hook onto a fishing line according to any of claims 17 to 19, wherein said passageway of said weight is configured to receive a portion of said hook.

21. A method of assembling a fishing lure, weight and hook onto a fishing line according to claim 20 further comprising the steps of
inserting a portion of said hook into said weight; and
inserting said weight into the internal chamber of said fishing lure.

22. A method of assembling a fishing lure, weight and hook onto a fishing line according to any of claims 17 to 21 further comprising the steps of inserting lubricant into said internal chamber of said fishing lure.

23. A method of assembling a fishing lure, weight and hook onto

a fishing line according to any of claims **17** to **22**, wherein said second opening of said fishing lure is configured such that said weight can be removably inserted into said internal chamber.

5 **24.** A method of assembling a fishing lure, weight and hook onto a fishing line according to any of claims **17** to **23**, wherein said fishing lure is a facsimile fish.

10 **25.** A method of assembling a fishing lure, weight and hook onto a fishing line according to any of claims **17** to **24**, wherein said fishing lure is a facsimile of a sand eel.

15 **26.** A method of assembling a fishing lure, weight and hook onto a fishing line according to any of claims **17** to **25** wherein said fishing lure is rubber.

27. A method of assembling a fishing lure, weight and hook onto a fishing line according to any of claims **17** to **26** wherein said fishing lure is translucent.

20 **28.** A method of assembling a fishing lure, weight and hook onto a fishing line according to any of claims **17** to **27** wherein said hook comprises a plurality of barbs.

25 **29.** A fishing lure substantially as herein described with reference

to and as shown in *Figures 1 to 10*.

30. A kit of parts for a fishing lure assembly substantially as herein described with reference to and as shown in *Figures 1 to 10*.

5

31. A method of assembling a fishing lure, weight and hook onto a fishing line substantially as herein described with reference to and as shown in *Figures 1 to 10*.

10

32. A fishing lure assembly substantially as herein described with reference to and as shown in *Figure 7*.

Abstract of the Disclosure**Fishing Lure**

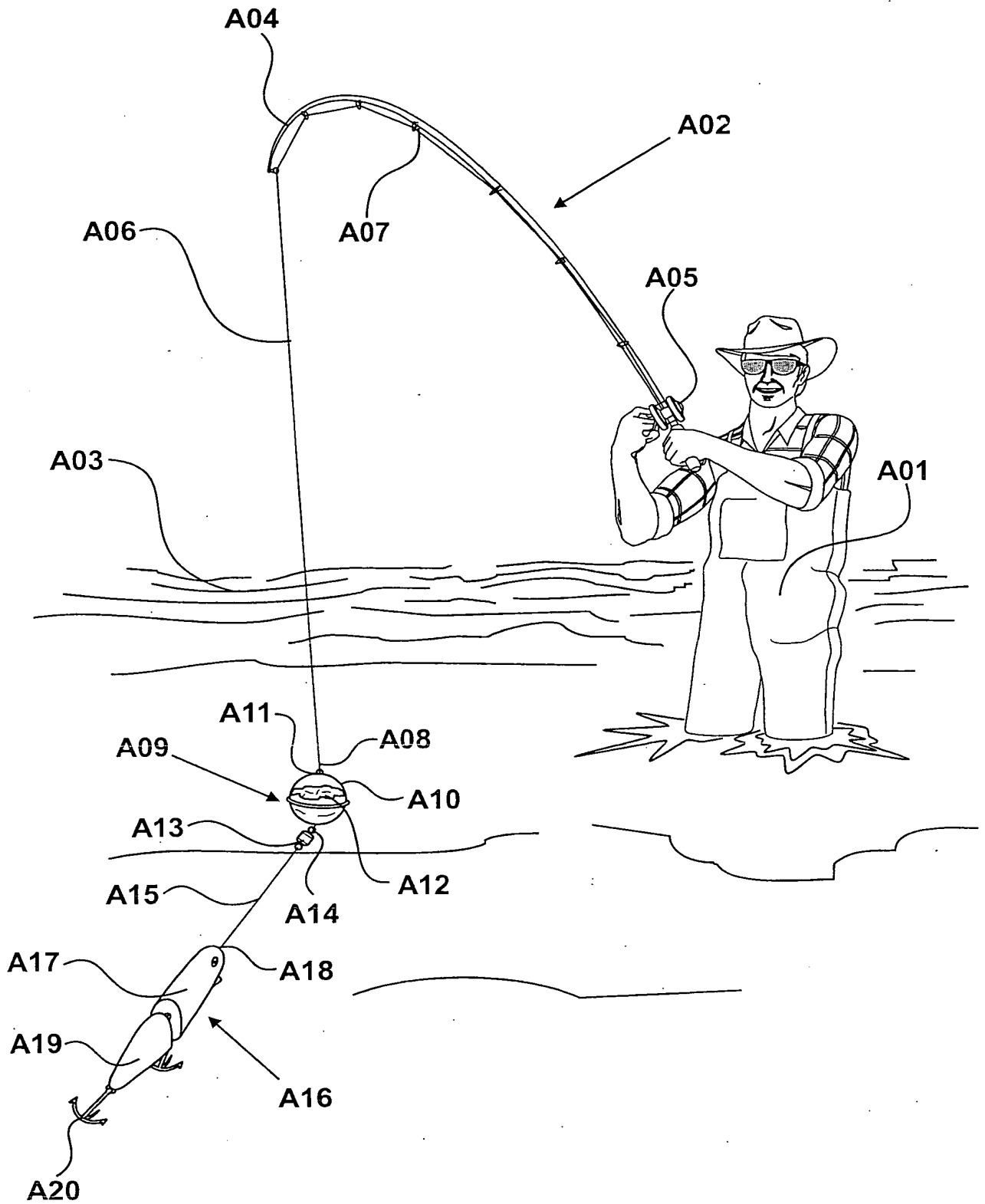
5 A fishing lure (101) having a head portion (102) and a body portion (103), the fishing lure (101) defining an internal chamber (105) having a first opening (106) in the head portion (102) and a second opening (107) in the body portion (103). The first opening (106) is configured to receive a fishing line (201) , and the second opening (107) is configured to receive a weight (205). In an associated fishing lure assembly (701) , the fishing lure (101) is threaded onto a fishing line (201), and a weight (205) and a hook (401) are assembled onto the same fishing line (201). The shank (403) of the hook (401) is inserted into the rear portion (303) of passageway (301) defined by weight (205), and the weight (205), with hook (401) retained inside, is inserted into the internal chamber (105) of fishing lure (101) via second opening (107).

10

15

(Figure 7)

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*Figure A*

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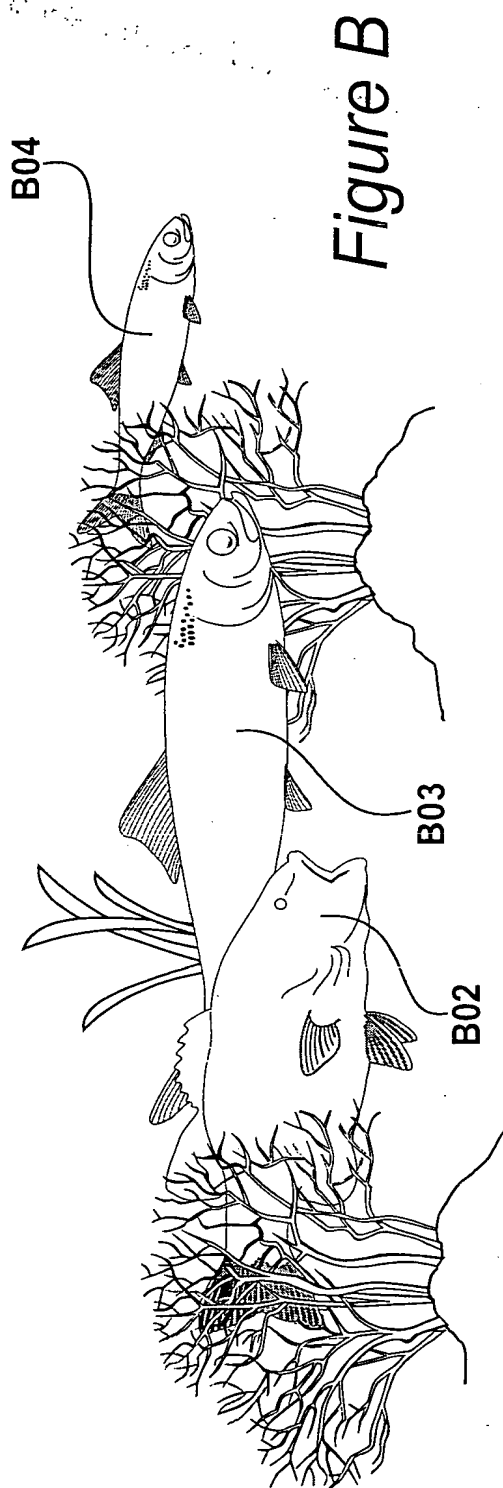
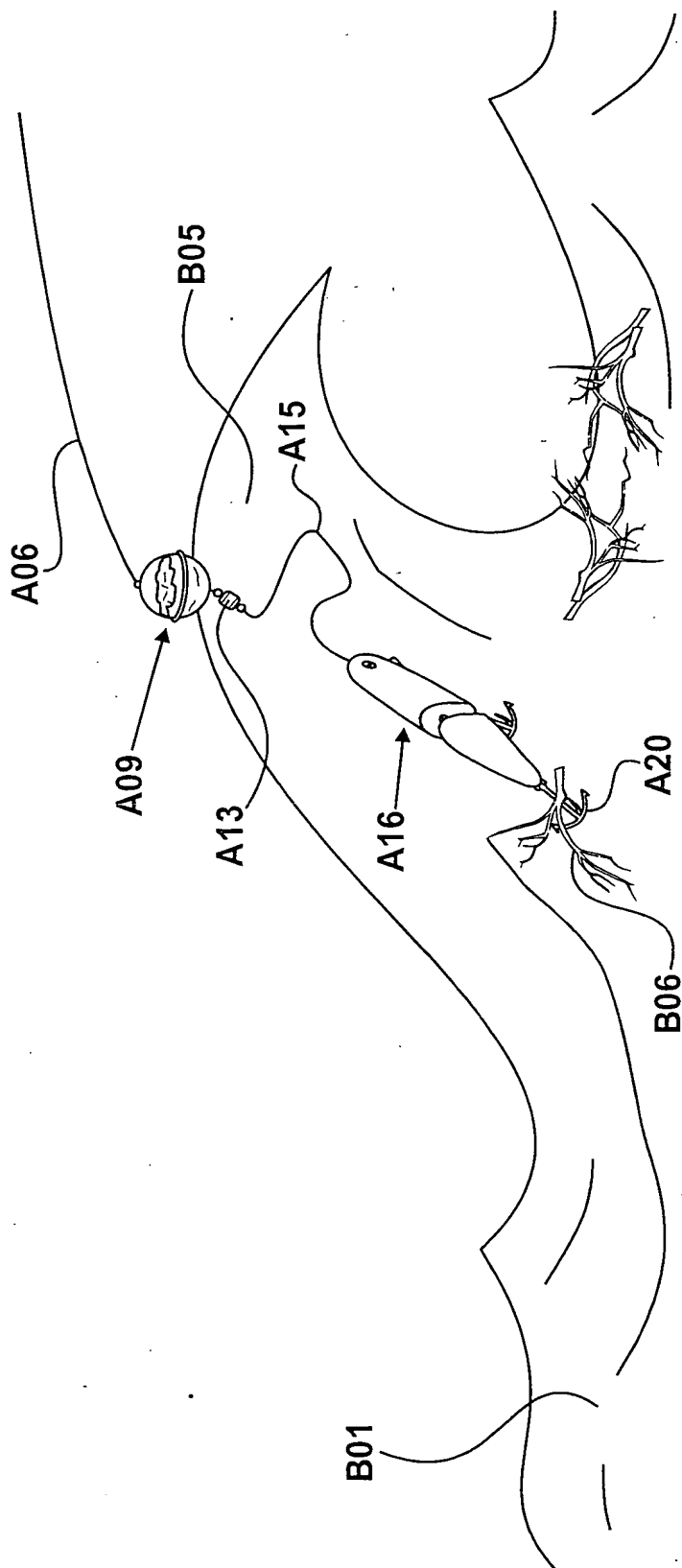


Figure B

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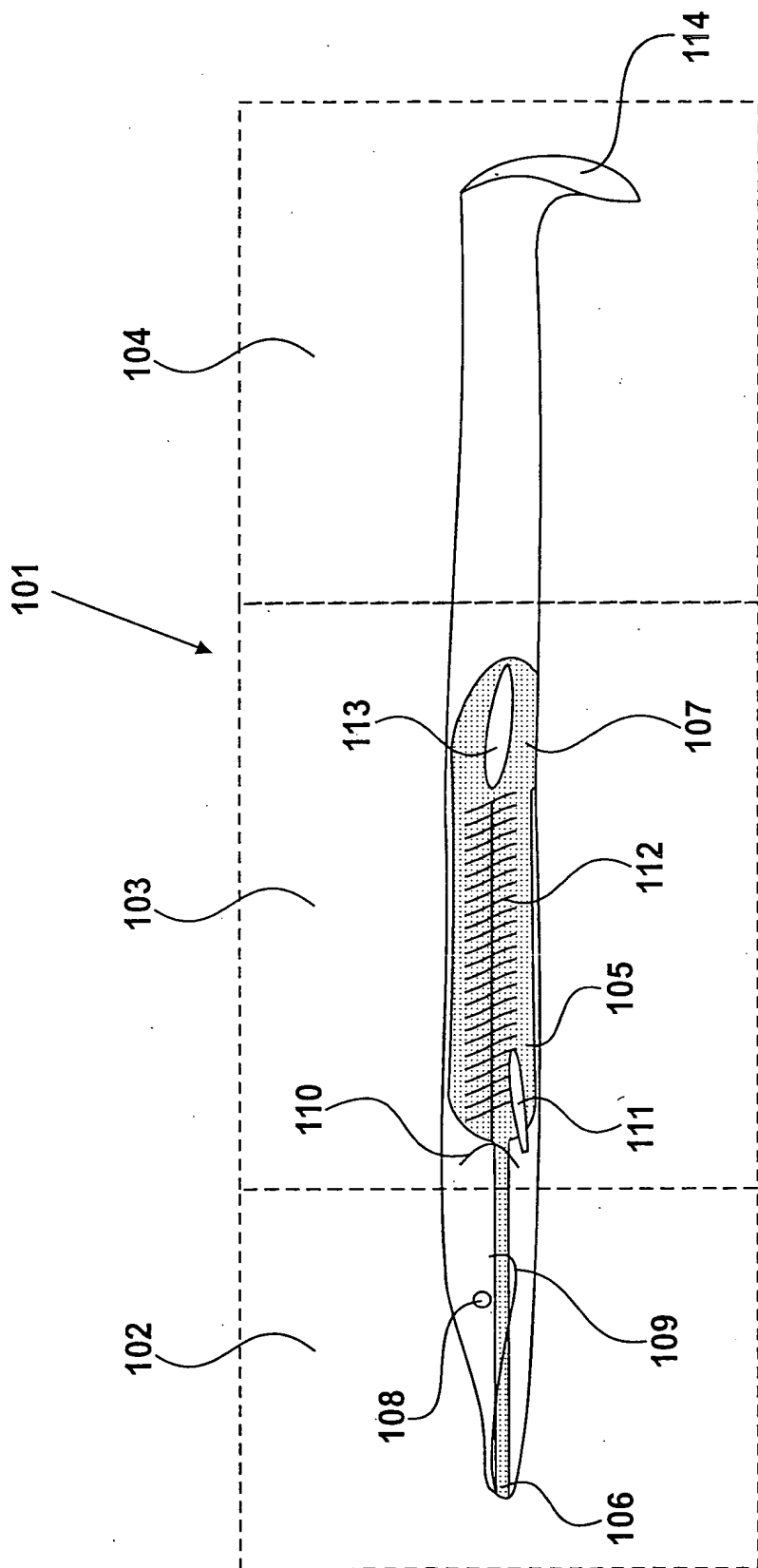


Figure 1

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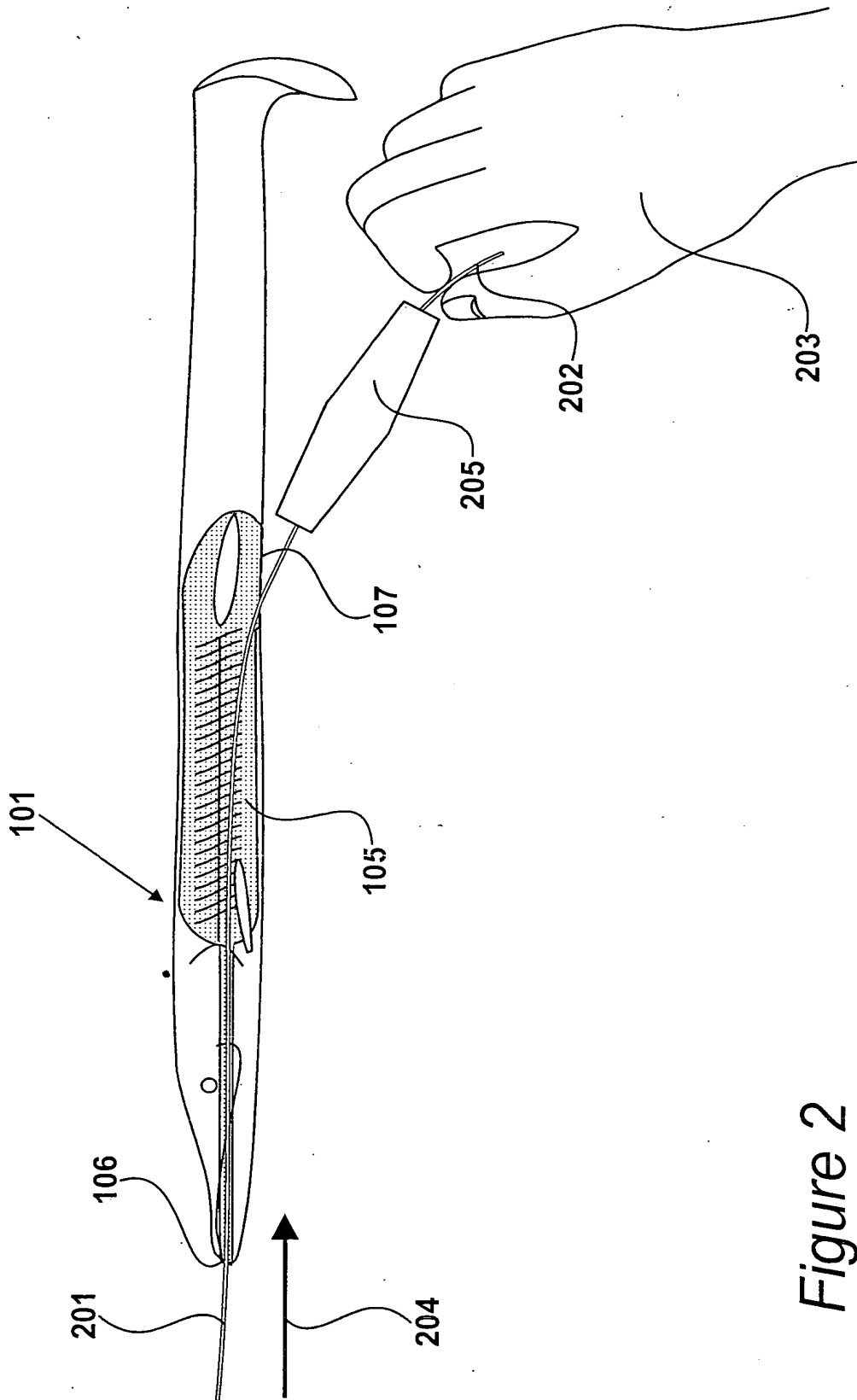
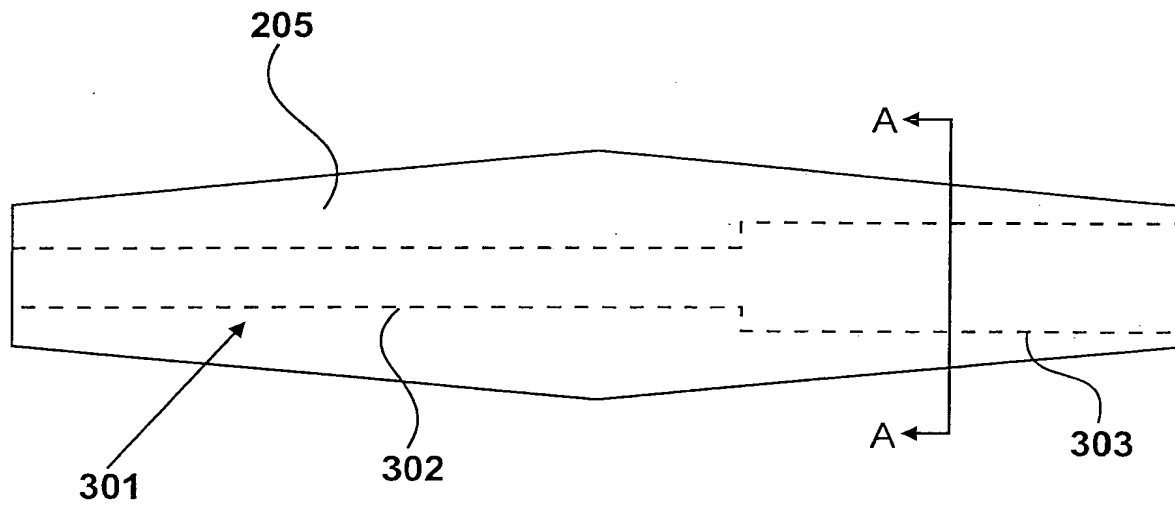
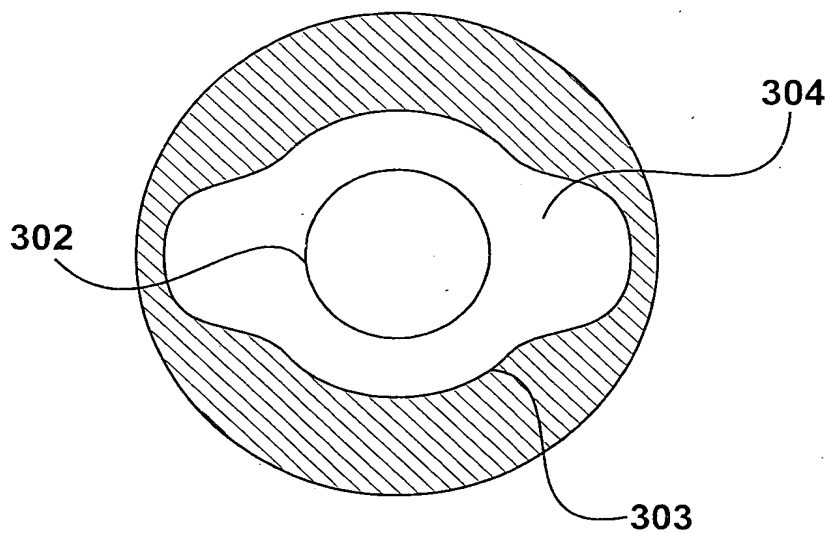


Figure 2

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*Figure 3A**Figure 3B*

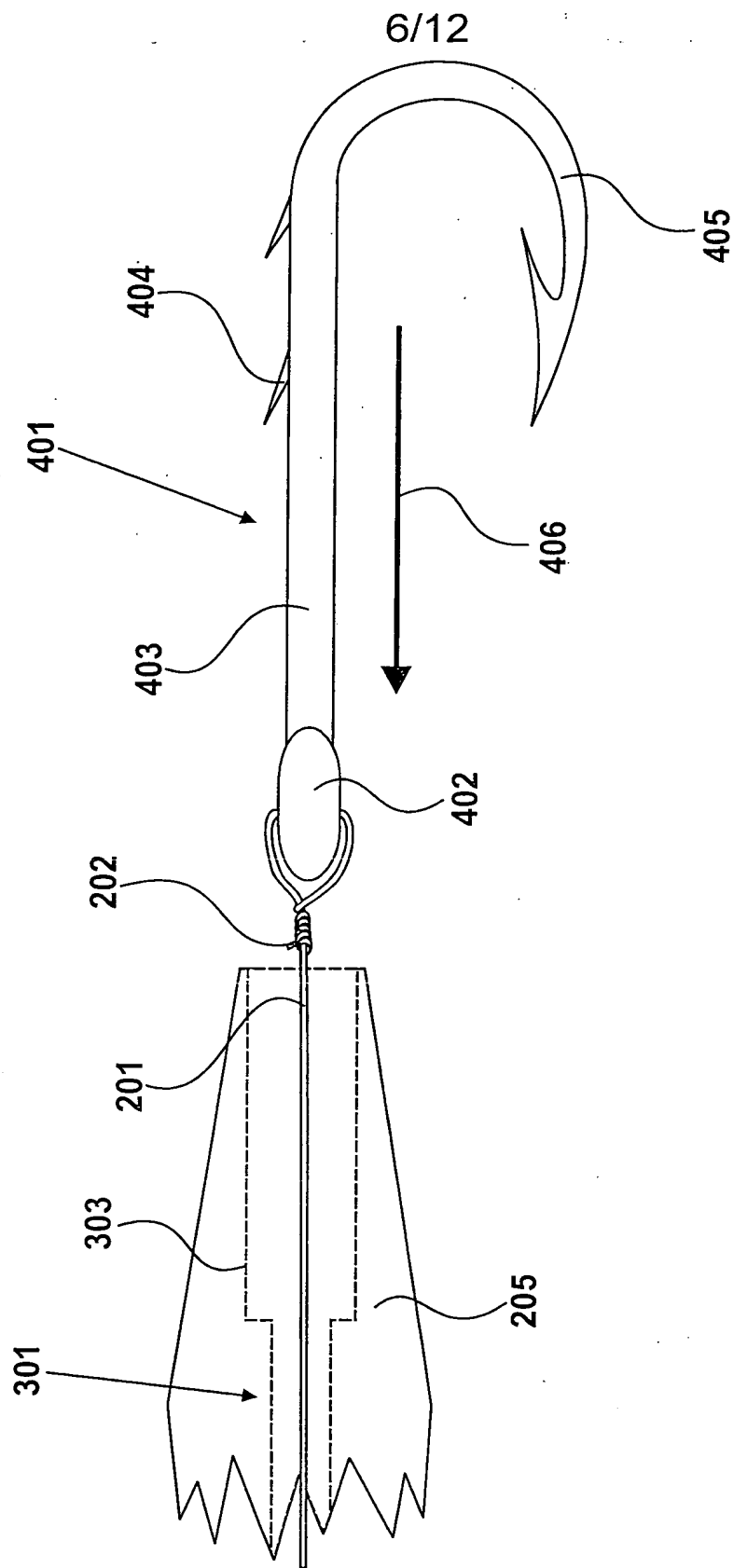


Figure 4

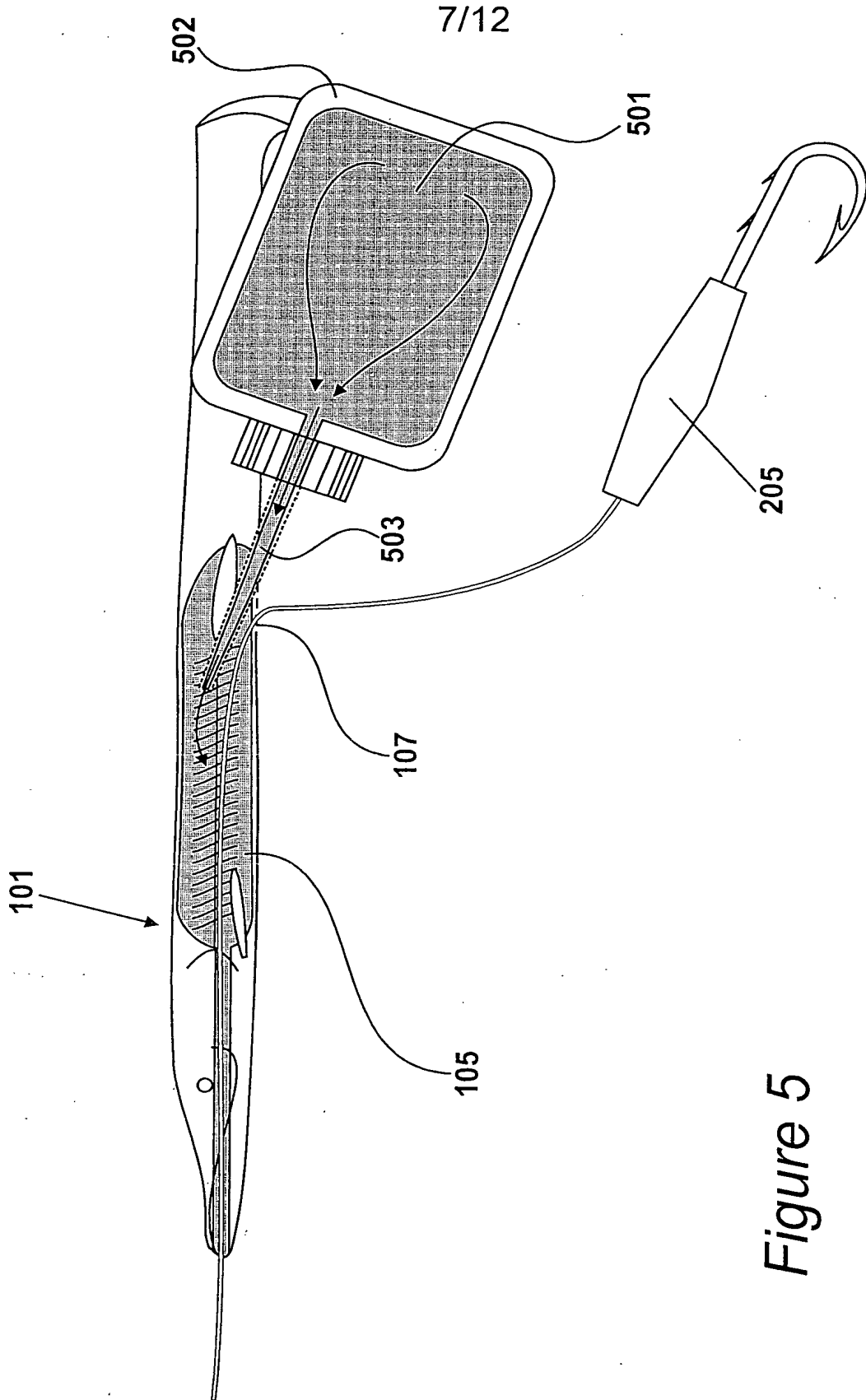


Figure 5

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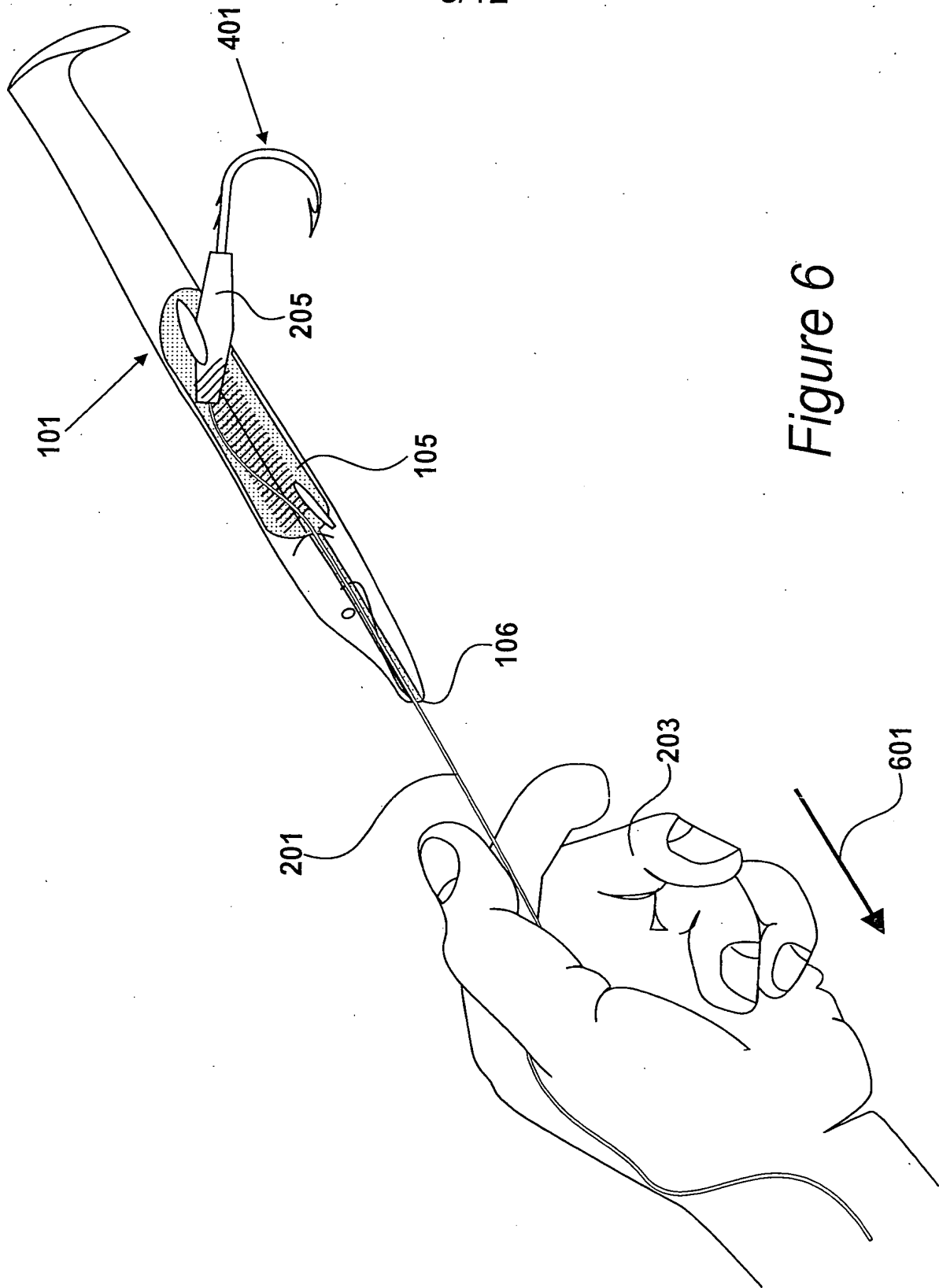


Figure 6

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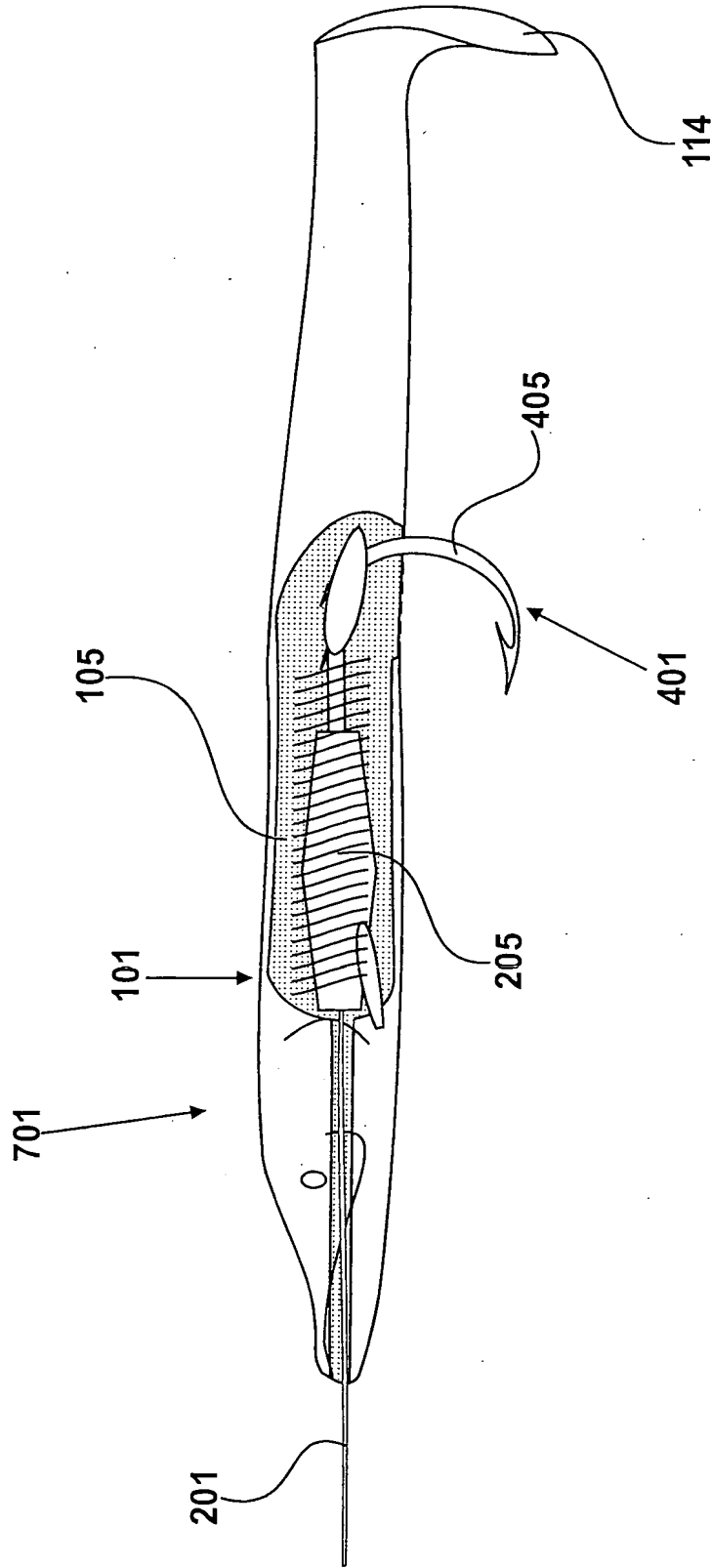


Figure 7

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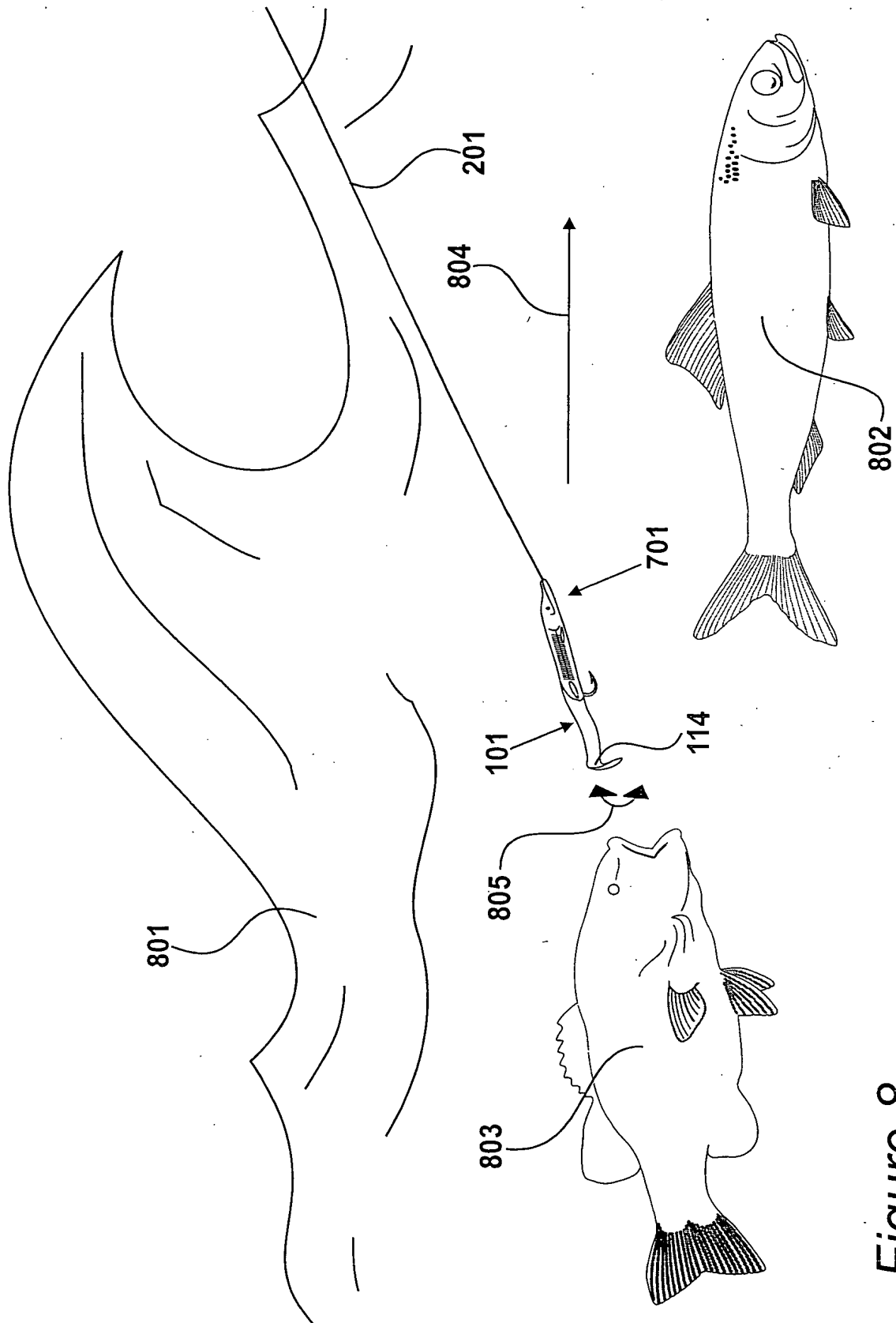


Figure 8

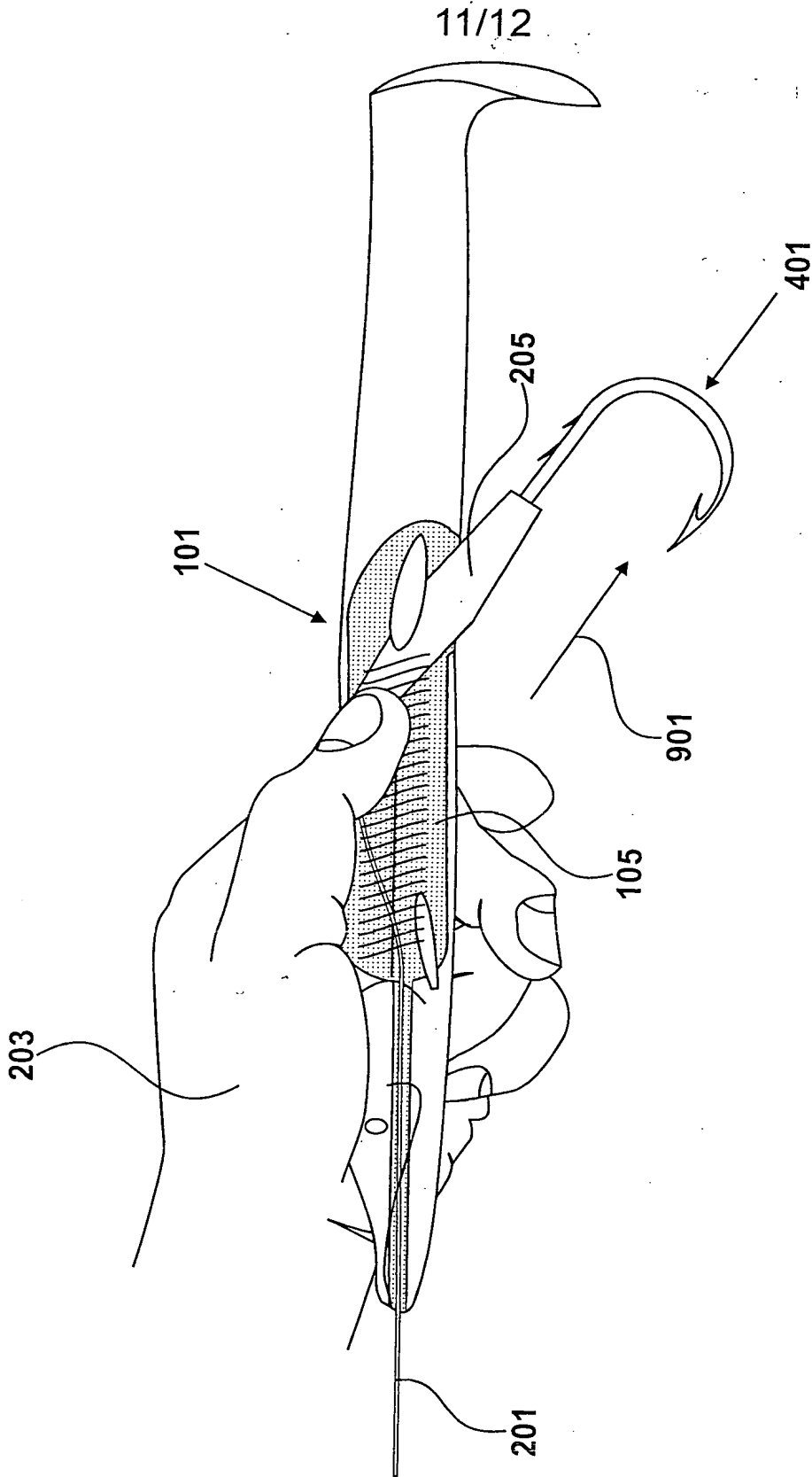
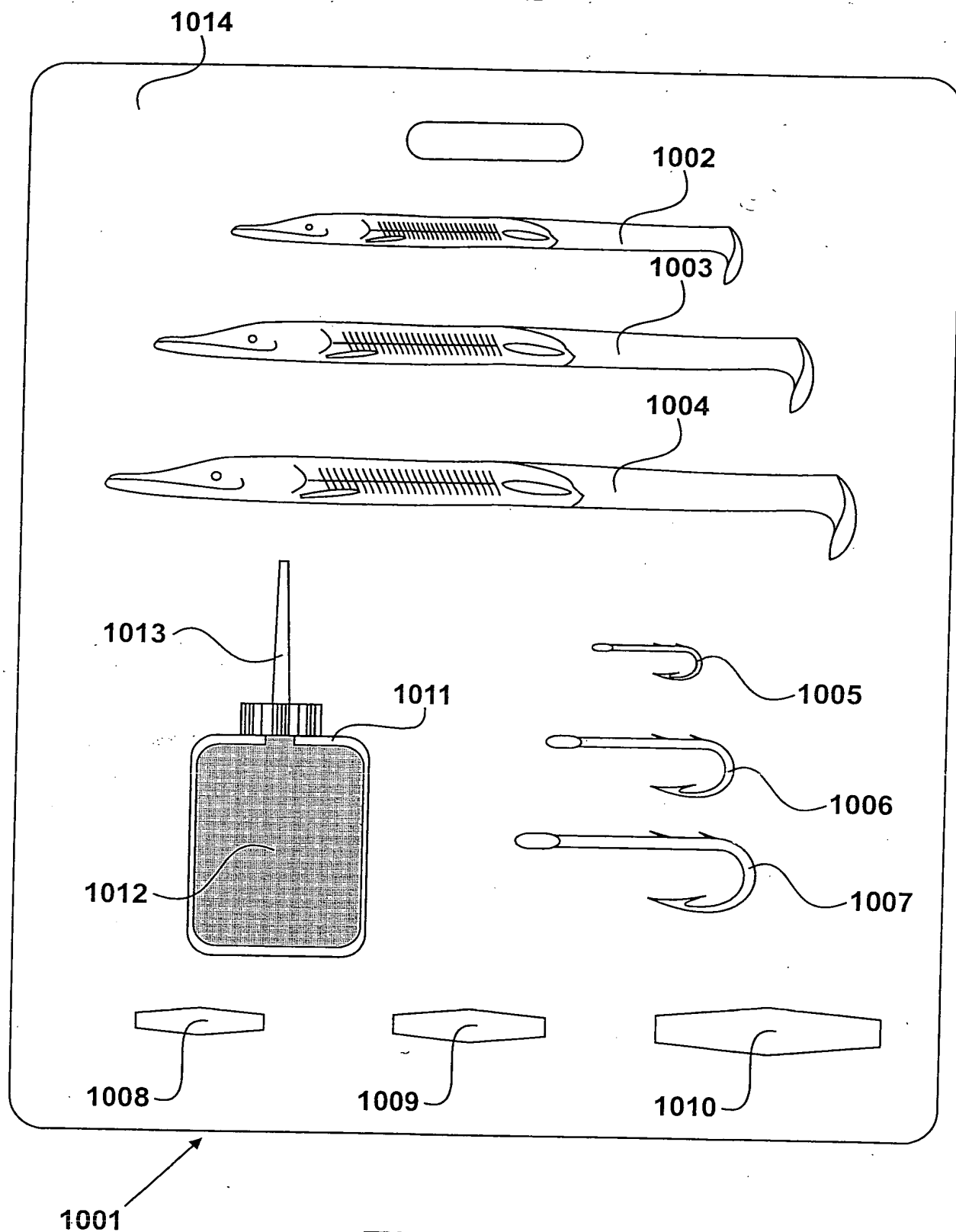


Figure 9

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*Figure 10*